



VARAZDIN – OLDEST & MOST COMPETITIVE COUNTY



- Croatian Day in Graz, 10th June 2015

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županija



Franjevački trg 7
42000 Varaždin
T: +385 42 390 500
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www.varazdinska-zupanija.hr

What we are up to?

- The goal of Varazdin County is to become the **most competitive county in this part of Europe**
 - by gradually changing the economic structure, in which labour-intensive and low-profitable branch of industry prevails at the moment



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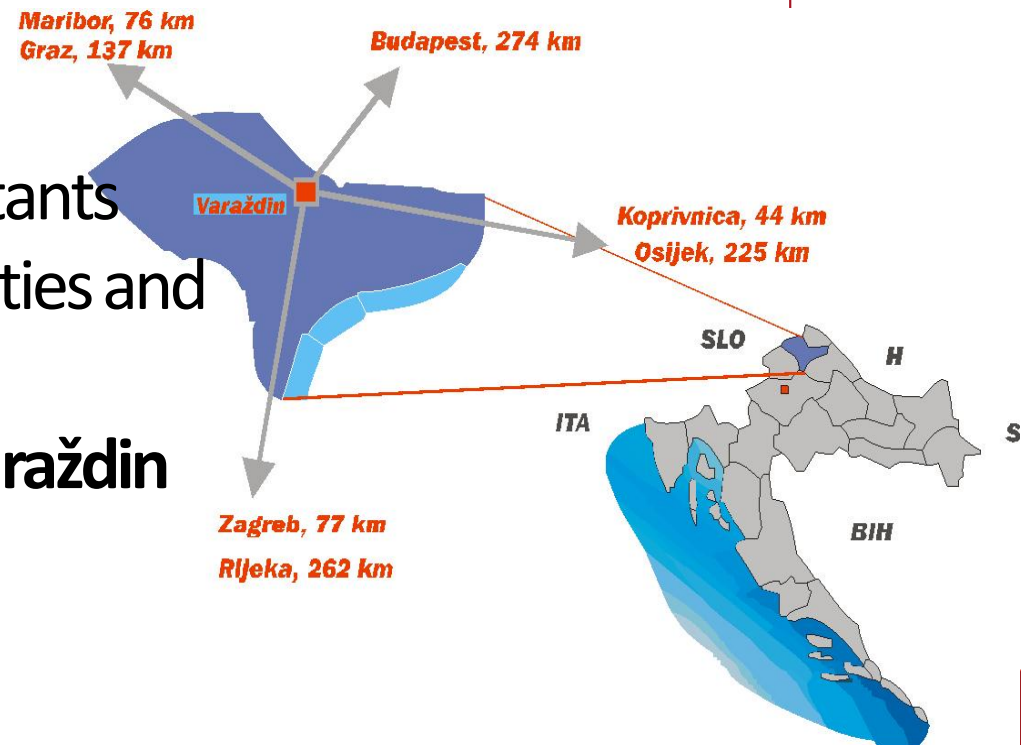


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I. Nearby everybody

- **Varaždin County** - north-western part of Croatia
- **Surface:** 1.262 km²
- **Population:** 175.951 inhabitants
- **Administrative division:** 6 cities and 22 municipalities
- **The seat of the County – Varaždin** (46.946 inhabitants)



Historical/cultural center



- among the first Croatian counties organized as an administrative territorial unit
- the Town of Varaždin is one of the oldest Croatian cities
 - 1209 - the first town that gained the status of a free royal borough
 - 1767 - 1776 – the capital of Croatia

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People, Education and Careers

- we believe that only long-term investment in education can create competitive advantage and knowledge-based economy
- our economic policies focus primarily on promoting education as a key factor of development through:
 - Public-Private Partnership
 - Transportation of secondary school students
 - Transportation of high school students
 - Student loans
 - Scholarship for students
 - Centers of Excellence
 - Technology Park & Incubator
 - Faculty of Organization and Informatics guarantees practical training and continuing education in the IT sector
 - North University



Economic Outlook

- **GDP:** € 1,454 M
 - 3,3% GDP of the Republic of Croatia
- **GDP per capita:** € 8.300
- **Total revenue:** € 2,060 M
 - 3,3% of the Republic of Croatia
- **Foreign trade:**
 - **Exports:** € 738,5 M
 - **Imports:** € 566,2 M
 - **Positive Trade balance:** € 172,3 M
- **Number of the employed in legal entities:** 49.148
- **Average net salary:** € 496
- **Decreased unemployment:** - 23,9%
(comparison: April 2014 and April 2015)

II. Why invest?

- **!2010 - 1st in competitiveness**
- **!2013 - 2nd in competitiveness**
- **!2014 - the most transparent county** according to the survey of the Association of towns and GONG association
- **!2015 – award for the fastest issuance of building permits**
- **Competitiveness advantages:**
 - ✓ developed entrepreneurship
 - ✓ developed network of business zones
 - ✓ continuous investment in education
 - ✓ quality of public sector

Advantages

- **Key sectors:** wood processing; leather processing; metal processing; food processing; textile processing; ICT
- ✓ **Various tax incentives at the national level and in business zones:**
 - Profit tax Incentives
 - Employment and training Incentives
 - Fee reductions
 - Grants and low-interest rate loans
 - Coverage of eligible costs for large investment projects
- ✓ **Equal treatment for domestic and foreign investors under law**



Be our new success story

Wollsdorf

- December 2012. – first contact
- entire 2013 - negotiations
- December 2013 - the land was purchased
- July 2014 - test production was launched
- September 2014 - 50 % of production was launched
- Employs 300 workers



Press Glass

- February 2014 - the company is registered
- April, 2014 - the land was bought
- July - Creating a project
- Issuance of building permits in 1 day
- October 2014 - First employments
- End of 2014 - Realization of building a new gas pipeline within 10 days
- May 2015 - start of test production



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... like



ACG-LUKOPS



ZRINSKI
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CALZEDONIA

BOXMARK
World Leather



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IV. Good to know

- Croatian Regions Office in Brussels
- Office in Munich - in preparation
- **Formal letters of cooperation with:**
 - ✓ County of Zala (*Republic of Hungary*)
 - ✓ Bratislava self-regional district (*The Slovak Republic*)
 - ✓ Trnava self-regional district (*The Slovak Republic*)
 - ✓ Chernivtsi Oblast (*Ukraine*)
 - ✓ Karagandy (*Kazakhstan*)
 - ✓ Razavi Khorasan province (*Iran*)
 - ✓ Podravje (*Slovenia*)
 - ✓ Almaty (*Kazakhstan*)



- **Membership in organizations:**
 - Assembly of European Regions
 - Institute of European Regions
 - Central European Transport Corridor
 - Alps - Adria Alliance

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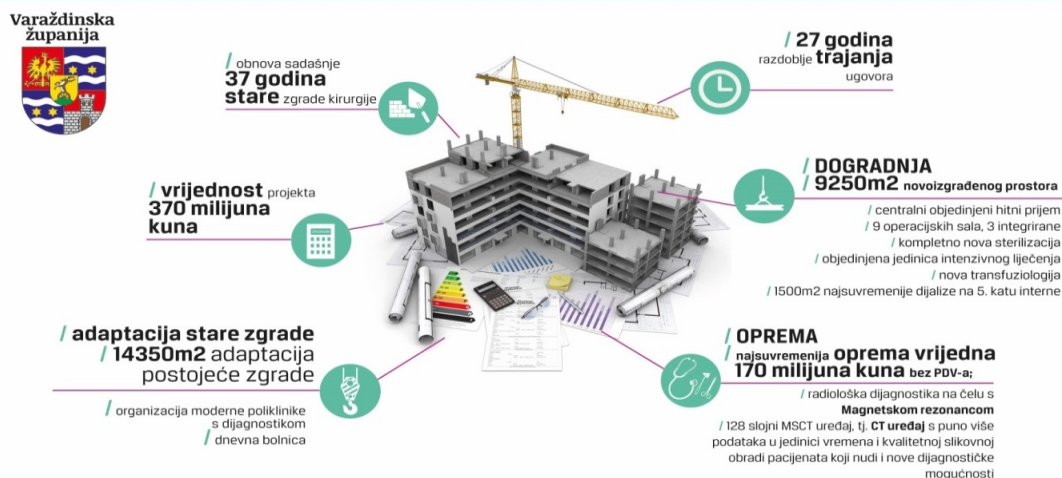
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Strategic County Projects

- Transformation of Varaždinske Toplice
✓ *a specialized hospital into a health tourism destination*
- Center of Excellence – Wood Industry
- Investment in business zones
- Reconstruction of General Hospital in Varaždin
- Varaždin Agglomeration - drainage system and wastewater treatment

DOGRADNJA OPĆE BOLNICE VARAŽDIN



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Experience in EU funds

Varaždin County Development Agency – AZRA Ltd.

- coordinator of regional development

Implementation of over 45 projects:

- Total value of implemented projects (cca): € 12,4 M



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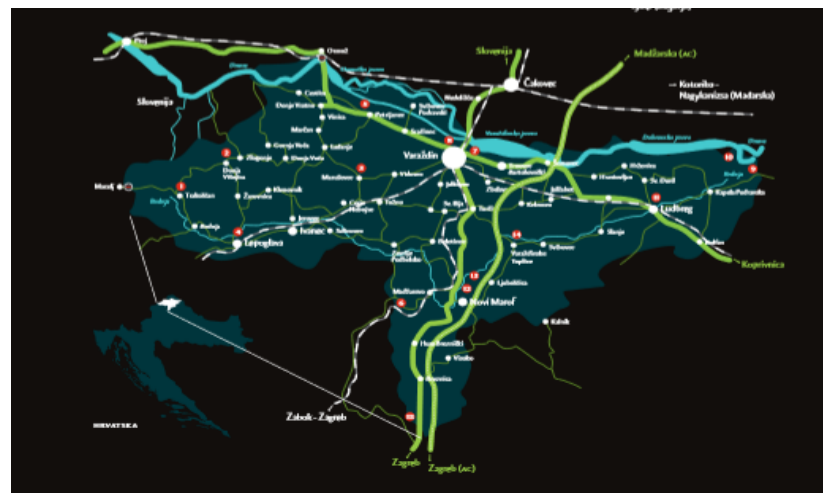
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**Thank You
for attention!**

See You in Varaždin!

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